

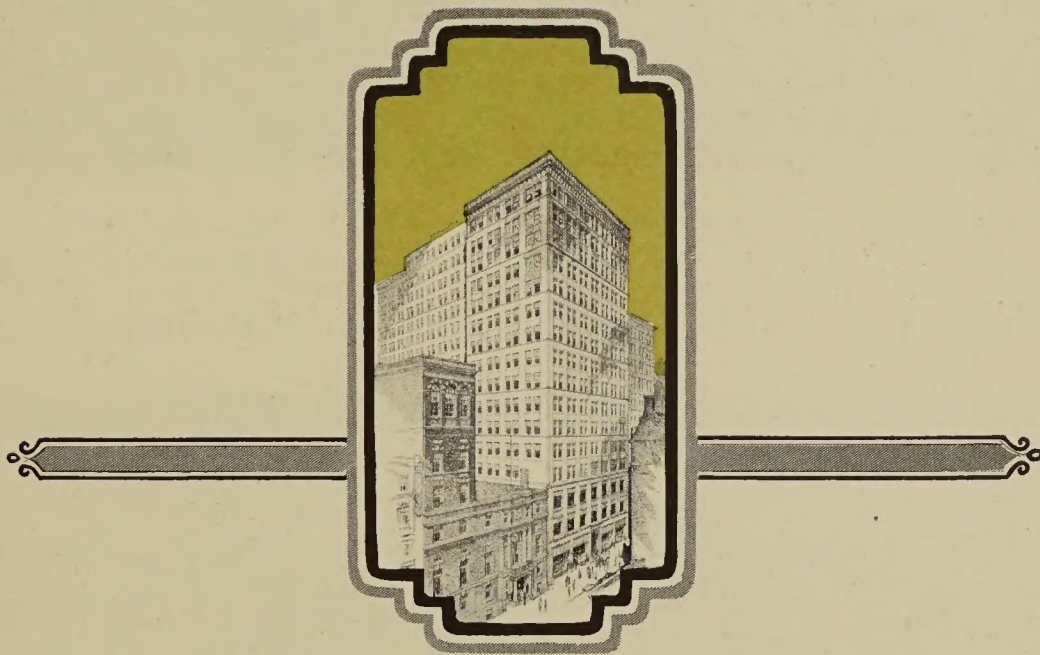
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HOCKADAY PAINT MILEAGE

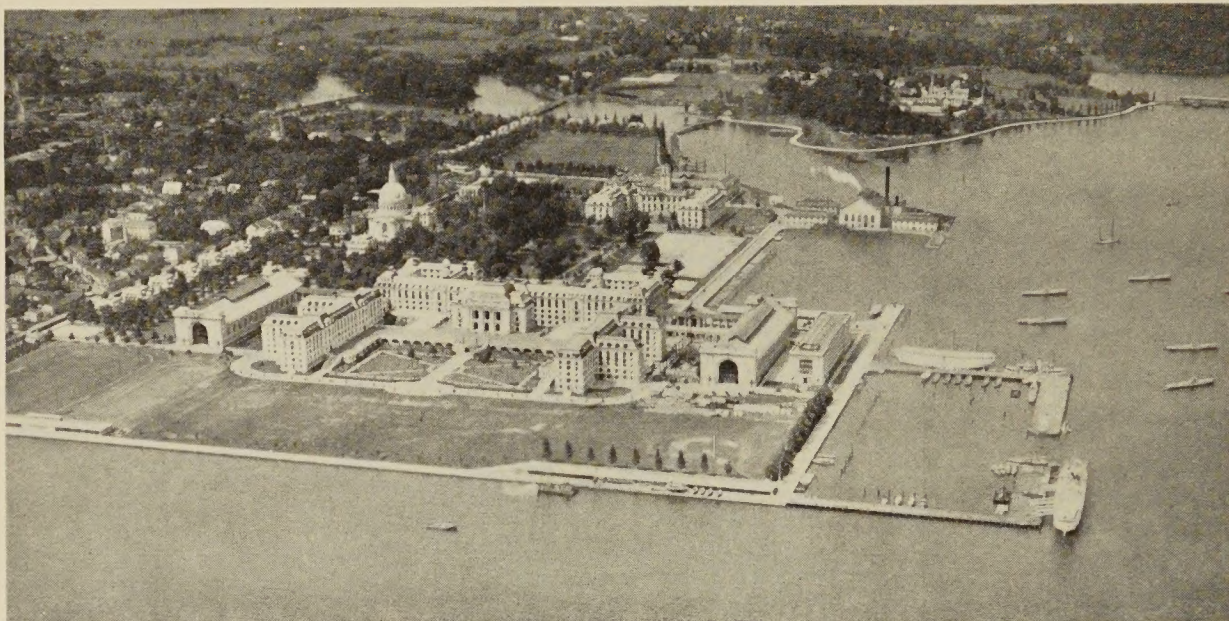
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HOCKADAY
PAINT
MILEAGE



The HOCKADAY COMPANY
Chicago

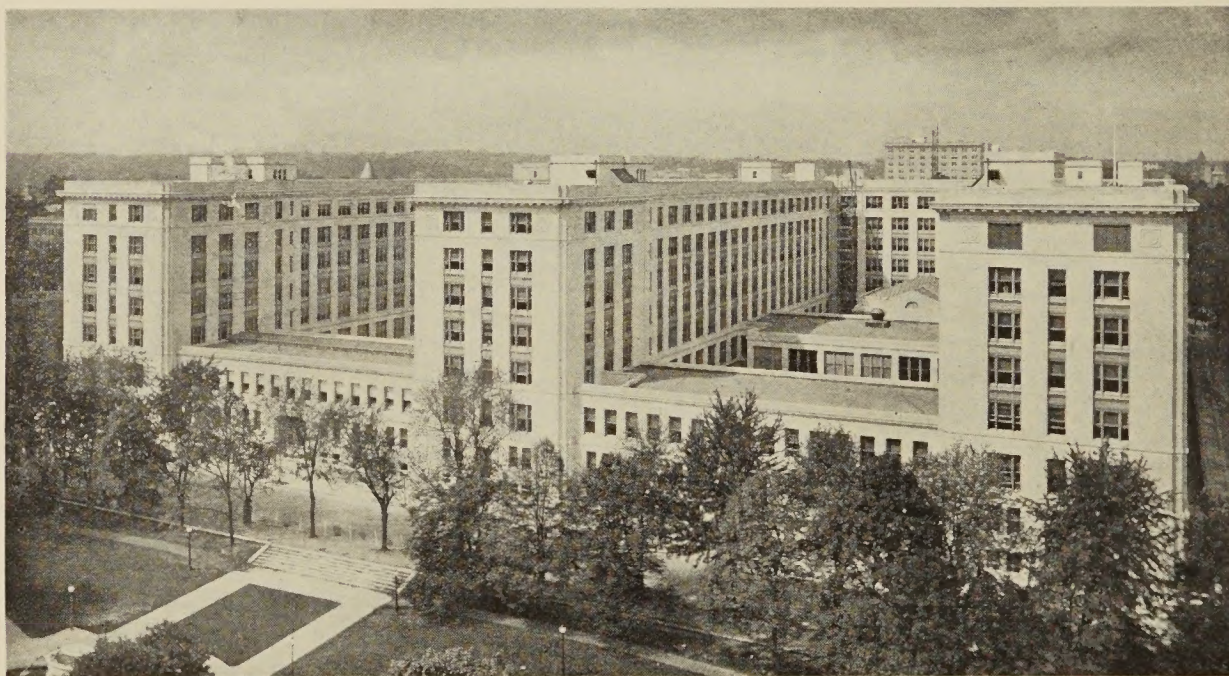
HOCKADAY PAINT MILEAGE



ANNAPOLIS NAVAL ACADEMY

Annapolis, Maryland

Bancroft Hall Dormitory, center foreground; Naval Hospital, left foreground.



DEPARTMENT OF INTERIOR

United States Government, Washington, D. C.

Captain F. W. Hoover, Supt.

Hockaday has been standardized on this and many other Government Buildings since 1915.

PREAMBLE

SIXTEEN years ago Hockaday was conceived, and dedicated to: the eliminator of wall troubles and the reduction of maintenance cost. Hockaday "lived up to its claims," and won, through its repeated victories, the smiles and plaudits of the man who pays, the man who specifies and the man who applies.

The prejudiced jeered and ridiculed. "It can't be done," they shouted. But Hockaday did what was claimed for it! And for sixteen years has been piling victory upon victory.

The few buildings illustrated can give only a hint of Hockaday's nation-wide use.

Up with the curtain! Tear off the confusing veils of mysticism and complexities. Let the light of logical reasoning and understanding dispel all doubt.

Dispassionately turn the scrutinizing rays of common-sense on the King of Conjurers—Paint.

THE PRICE BUGABOO

"What's the price?" That's a characteristic human question: Although the price of a product is, in some measure, an index of its quality, "price" is very deceiving.

In order to judge by price we must first know *what* we are buying. Do you buy so many yards of cloth when you visit your tailor? No, you buy a suit of clothes—good fit—appearance—service.

And when you get a new car do you buy so many nuts and bolts? Why, of course not. You buy quick pick up—speed—service.

And what is it you buy when you order paint? Surely it's *not* paint. Don't you buy results on the wall—lower maintenance cost—service?

All paint buyers do not get these results—but they pay for them. Some listen to the siren call of "low price in the can," forgetting that paint in the can is of no earthly use to them.

Low cost in the can means high cost on the wall—when it is

HOCKADAY PAINT MILEAGE



DISTRICT COURT
HOUSE

Washington, D. C.

One of the historic landmarks of our Capital. Erected over one hundred years ago from plans of George Hadfield. Remodeled under directions of Mr. Elliott Woods, Architect of the Capital, and Mr. F. G. Pierson, Consultant. Arthur Cook, Chief Engineer.



U. S. NAVAL HOSPITAL
Brooklyn, N. Y.



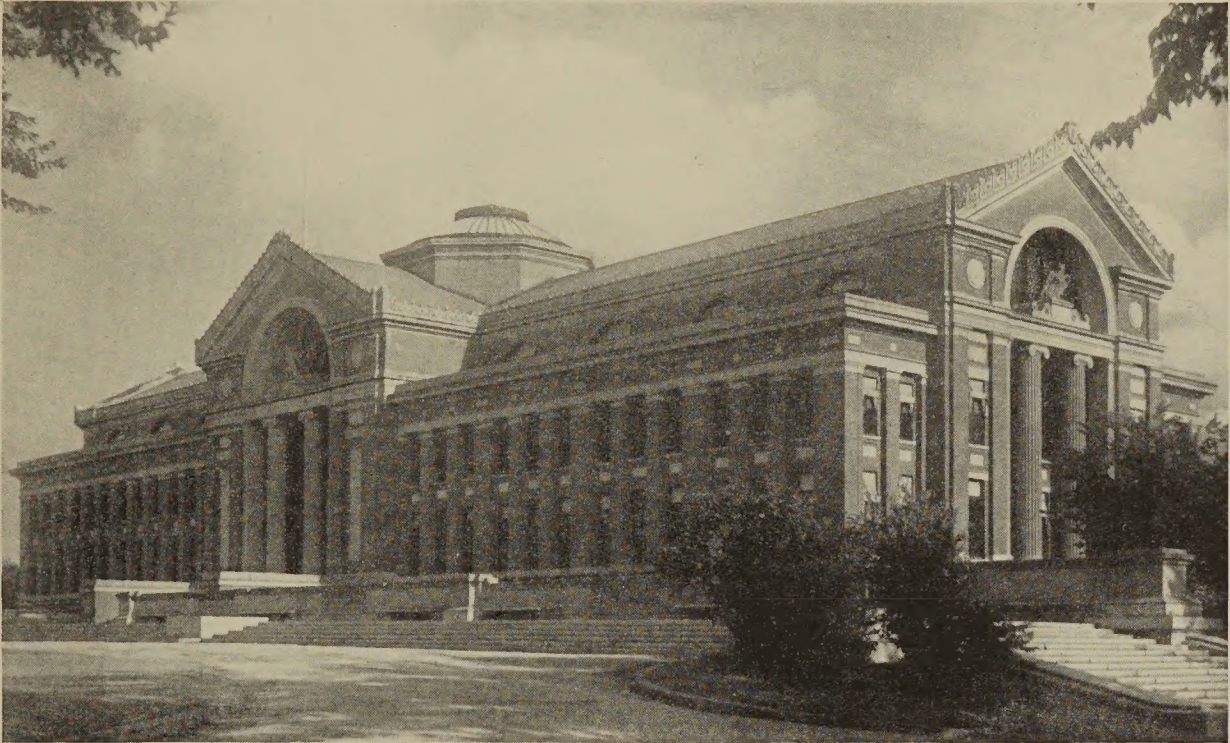
CITY HALL

Middletown, New York

Mr. D. H. Canfield, Middletown, Architect.



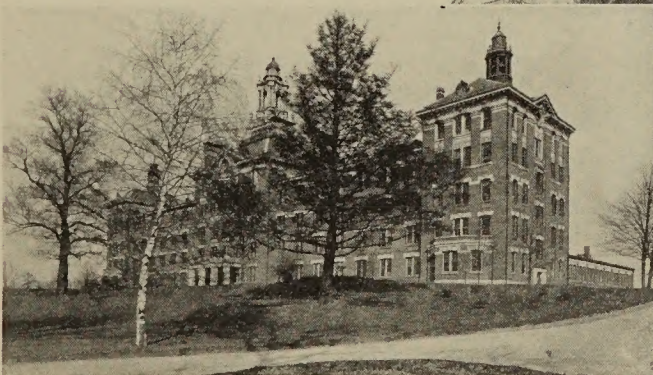
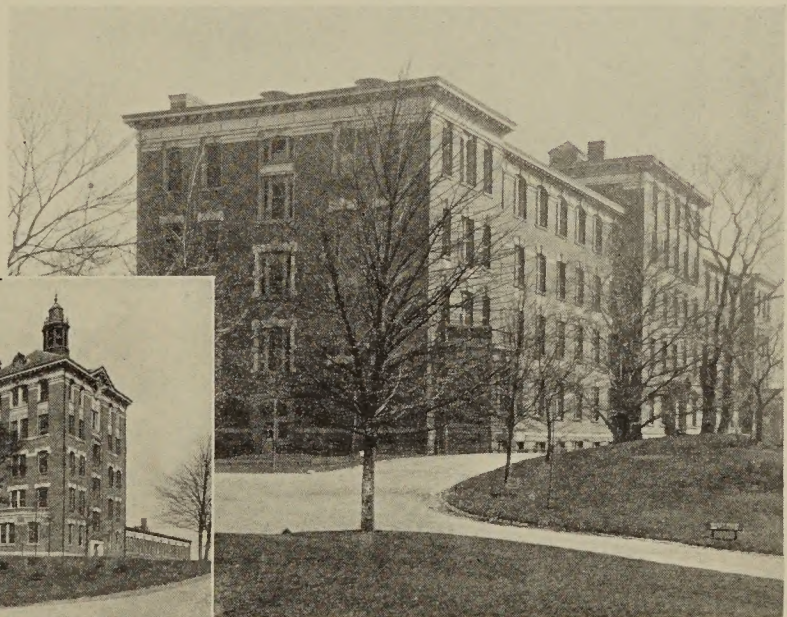
HOCKADAY PAINT MILEAGE



U. S. ARMY WAR COLLEGE
Washington, D. C.

An inspiringly beautiful building typifying the ideals of our nation.
Lieutenant H. L. Calvin, Quartermaster.

U. S. VETERANS'
HOSPITAL NO. 81
New York City
Hospitals No. 1 and No. 2



HOCKADAY PAINT MILEAGE



CARPENTER BUILDING

Housing Saxe's Wisconsin Theatre

Milwaukee, Wisconsin

Thomas Saxe, President, Oscar Brochman, Secretary, the Saxe Operating Corporation. Martin Tullgren & Sons, Milwaukee, Architects of office building. C. W. & George L. Rapp, Chicago, Architects of Theatre. Decorated by Mandel Brothers, Chicago. Seating capacity of theatre, 3,500.



ILLINOIS MERCHANTS BANK BUILDING

Covers one square block

Chicago

Graham, Anderson, Probst & White, Chicago, Architects. J. G. McCarthy Co., Decorators. The



original paint burnt out and air-checked. Hockaday was then used as an undercoater for flat. No more air checks or lime-burns--Hockaday always stops them.

HOCKADAY PAINT MILEAGE

remembered that what we are buying is service. In the can, Hockaday is the highest priced paint, but its cost on the wall per year, per square foot, is lowest. This is not an idle claim; it is a fact that has stood the assault of time.

Earnestly we make this plea: Get the facts! Investigate. Let not the "price in the can" mirage influence you. But ask, "How many coats does it require? How far will it spread? How many times can it be washed? Will it prevent air checking? Will it eliminate lime burning? Will it give me ten to twelve years' service?"

TEN REASONS WHY HOCKADAY BRINGS-DOWN UP-KEEP

1. No Size or Primer Used: Hockaday is complete in itself.
2. Only Two Coats Required: The foundation coat, which is also a color coat, seals the pores and stops all suction. New work in white takes three coats. Only two coats in colors are required on new walls.
3. Spreads 10 to 15 Per Cent further than any semi-gloss or gloss paint: Claims are easy to make, it's true. What you want is proof. To show our sincerity we issue this challenge: Put Hockaday on a measured surface in competition with any enamel paint on the market. Let the figures tell their own story. Hockaday has won many such tests—it will win again.
4. No Lime Burning: The Binder of Hockaday—the liquid that binds the particles of pigment together and holds them to the wall—is the only binder that lime in plaster will not burn and destroy. The action of free lime in plaster is neutralized and entirely overcome.
5. No Air Checking—No Suction: Both coats are the same. This is important. Unlike other paints that use a flat paint as an undercoat, both Hockaday coats contract and expand together.
6. No Peeling: Applied according to our instructions, Hockaday will not peel.



THE
PACIFIC ELECTRIC
BUILDING
Los Angeles, California
Owned by the Pacific
Electric Railway Com-
pany.



UNION
OIL BUILDING
Union Oil Company
of California
Los Angeles, California
Curlett & Beelman, Ar-
chitects. McDonald &
Kahn, Builders. Mr. G.
F. Prussing, Manager.



PACIFIC MUTUAL
BUILDING

Los Angeles, California
Dodd & Richards, Ar-
chitects. Scofield Engi-
neering Co., Builders.
Owned by Pacific Mutual
Life Insurance Company.
Mr. Lemuel Freer, Man-
ager, says: "It has won-
derful covering capacity
as well as being much
easier than lead and oil
to apply and can be
washed many times with-
out losing its lustre."



THE BROCKMAN BUILDING
Los Angeles, California
Bennett & Bennett, Architects, St. Louis. Mr.
Harry G. Henly, Manager.



MERCHANTS NATIONAL BANK
BUILDING
Los Angeles, California
Alex. Curlett, Architect. C. J. Kubach Con-
struction Co., Builders.

HOCKADAY **PAINT** MILEAGE



THE OAKLAND BANK BUILDING

Oakland, California

Reed & Corlett, Oakland, Architects. P. F. Wagner Company, General Contractors. J. A. Turgeon, Painting Contractor. Mr. S. P. Cantrell, Manager. "It lives up to all the claims that the manufacturer makes for it."

**THE PACIFIC
FINANCE
BUILDING**

Los Angeles,
California

Dodd & Richards,
Architects. Scofield
Engineering Co.,
Builders.



THE A. G. BARTLETT BUILDING

Los Angeles, California

John Parkinson & Donald B. Parkinson, Architects. Paul Haupt, Builder. Mr. George T. Woodbury, Manager. "Have had a great many favorable comments on the appearance of the walls in our building which are entirely covered with Hockaday."

HOCKADAY PAINT MILEAGE



Office of the Manager
Mr. C. B. Brown
Hoge Building
Seattle, Washington



HOGE BUILDING
Seattle, Washington
C. H. Bebb, Seattle, Architect. "For
ten years have been using Hockaday
exclusively."



DETROIT LIFE BUILDING
Detroit, Michigan
Arnold & Shreve, Detroit, Ar-
chitects. Otto Misch, General
Contractor. The Walter Car-
roll Co., Inc., Painting Con-
tractors.

HOCKADAY PAINT MILEAGE

7. Easier to Apply: Hockaday levels itself. Our instructions read: "Do not brush out—flow on." This may not appear to be a major advantage, but it is. Hockaday takes less time to apply. A painter can turn out more squares a day.
8. Really Washable: When washing is mentioned "sponging off" is not implied. Hockaday is *washable*. Repeated washings do not mar its original beauty. Hockaday is non-porous. Microscopically it seals the wall with an enamel-like finish. A washed Hockaday wall looks clean—yes, and it is clean. There are no pores for lurking bacteria to lodge. Hospitals especially like this sanitary feature.
9. Lasts Longer: As time is reckoned, ten years is not long. But as life of paint is figured, ten years is a century. Hockaday will give you ten years' service. Hundreds of jobs bear testimony to Hockaday's flippant scoff at time.
10. Brings-Down Up-Keep: Hockaday will cut down your maintenance cost. One building manager accurately figured Hockaday's maintenance cost for ten years at .0025 a square foot.

HOCKADAY AS AN UNDERCOATER FOR ALL FINISHES

When nationally known decorators—such as Mandel Brothers of Chicago—standardize on Hockaday as a first coater, they must have good reasons. And they have—profit-increasing reasons.

Hockaday takes the gamble out of interior painting. You can size with Hockaday knowing that the greedy hand of these old profit-robbers—air checking, suction and lime burning—cannot reach you.

One coat of Hockaday applied as directed with one coat of any other material applied over it will produce a more even and better job. The finish coat will stand out far better—and last longer—than would one coat of cheap size and two coats of any kind of material.

HOW HOCKADAY IS MADE

The base of Hockaday is composed of the highest grade zinc and

HOCKADAY PAINT MILEAGE



**REAL ESTATE
EXCHANGE
BUILDING**
Detroit, Michigan
Owned by Book Estate. Louis
Kamper, Detroit, Architect.
Lanquist & Illsley Company,
General Contractors. Mr. C.
A. Day, Manager.



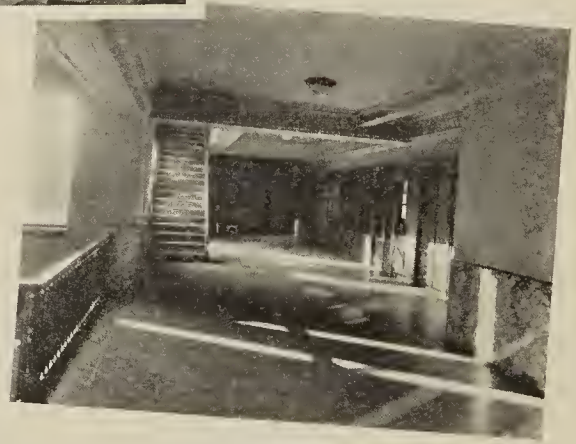
**PENOBSCOT
BUILDING**
Detroit, Michigan
Donaldson & Meier,
Detroit, Architects.
Owned by Simon J.
Murphy Estate. Mr.
Wm. MacLachlan,
Building Manager.



**1200 WASHINGTON
BOULEVARD
BUILDING**
Detroit, Michigan
Louis Kamper, Detroit, Archi-
tect. Otto Misch, General
Contractor. J. B. Book, Jr.,
Owner. One of Detroit's finest
buildings.



BOOK BUILDING
Detroit, Michigan
Louis Kamper, Detroit, Architect. Wal-
bridge-Aldinger Co., General Contractors.
Mr. J. B. Book, Jr., Manager.



Corridor in
SECURITIES BUILDING
Seattle, Washington

HOCKADAY PAINT MILEAGE



HUBBELL BUILDING

Des Moines, Iowa
Proudfoot, Bird & Rawson,
Des Moines, Architects. Mr.
Don Marshall, Manager.
"Painted in 1913 — still in
very good condition." Ten
years of real service.

**GRAND CENTRAL
STATION**
Baltimore & Ohio R. R.
Chicago, Illinois



**THE ROOSEVELT
BUILDING**

Indianapolis, Indiana
Vonnegut, Bohr & Mueller, In-
dianapolis, Architects. Mr. G.
W. Voss, Manager.



THE WAHL COMPANY
Makers of Eversharp Pencils
Chicago

Bernard H. Prack, Pittsburgh and Toronto, Architect
and Engineer. Mr. C. D. Rubb, Factory Manager.

HOCKADAY PAINT MILEAGE



PACIFIC COAST
TELEPHONE CO.
Seattle, Washington
E. V. Copley, San Francisco, Architect.



CINCINNATI &
SUBURBAN BELL
TELEPHONE CO.
Woodburn Exchange
Cincinnati, Ohio



SOUTHERN
CALIFORNIA
TELEPHONE CO.
Los Angeles, California
A branch exchange.



NEW ENGLAND
TELEPHONE &
TELEGRAPH CO.
Boston, Massachusetts
Peabody & Stearns, Boston, Architects.



CINCINNATI & SUBURBAN
BELL TELEPHONE CO.
Cincinnati, Ohio

Mr. Harry Hake, Cincinnati, Architect.
Mr. Charles H. Huck, Associate Architect.
"We have never found a paint that equals Hockaday. Have been using it for the past ten years."

lithopone. The liquid, or vehicle, is a combination of specially prepared varnishes and oils.

Hockaday comes in two parts—Body and Reducer. When first made the Body is very thin. It must be aged for ninety days. When ready to use it is about the same consistency as unfrozen butter.

The Reducer corresponds to the liquid of the Body. In thinning, it is mixed with the Body in different proportions, depending on the type of surface, to be Hockadayed. Our detailed specifications for different surfaces explain clearly how to mix Hockaday.

REMOVE KALSOMINE AND WATER COLOR

All water color, whitewash and kalsomine must be removed. This is very important.

To wash smooth finish plaster use good stiff sponges and plenty of water. When the kalsomine has a strong binder it is sometimes necessary, after wetting good, to use a scraping knife to remove.

To wash sand-finished plaster use a good stiff brush. Rinse well, using sponges and lots of water.

REPAIR PLASTER WALLS

All plastered walls should be put in first-class condition before painting. For small patching use plaster paris mixed with thin paperhangers' paste. The paste will keep the plaster paris from setting up too quickly and cause it to dry much harder and firmer.

To repair small air checks and cracks mix plaster paris with Hockaday Reducer to the thickness of putty. Fill the cracks with the mixture, using a putty knife or the thumb. Let dry, then sandpaper to make smooth.

Touch up all repaired spots in advance of the regular painting.

DAMPNESS

No paint will long adhere to a damp wall. Moisture in a wall must come out. It is economy to let your walls stand until they are dry before painting.

HOCKADAY PAINT MILEAGE



FIELD MUSEUM OF NATURAL HISTORY

Chicago

Graham, Anderson, Probst & White, Chicago, Architects. Corridors and Scientific Laboratories on third floor of Museum Building Hockadayed.



HEARST BUILDING

Home of the
Herald-Examiner
Chicago

James C.
Green, New
York, Archi-
tect. Mr. C. J.
Mc Kenna,
Building Man-
ager.



AMERICA
FORE
BUILDING

Chicago

Leonard Construc-
tion Company, Ar-
chitects and Gen-
eral Contractors.
J. P. Sullivan,
Painting Contrac-
tor. Hallways and
elevator shafts
Hockadayed.



TIVOLI THEATRE

Chicago

ENTRANCE FOYER

C. W. & George L. Rapp, Chicago, Architects. Decorated
by Mandel Brothers, Chicago. Undercoated throughout
with Hockaday.

HOCKADAY PAINT MILEAGE



THE AMERICAN TOOL WORKS COMPANY.
BUILDERS OF
LATHES, PLANERS, SHAPERS, RADIAL DRILLS,
CINCINNATI, U.S.A.
January 23, 1919.

Mr. G. A. Beem,
c/o The Hockaday Company,
Chicago, Ill.

Dear Sir: I have received your many requests for a testimonial letter on "Hockaday Interior" paint applied to our plant in 1917, but have filed your requests until such time as the paint had time to speak for itself.

We had a green concrete building containing 250,000 square feet of floor space to paint in a hurry. Stock samples of eleven well-known brands of paints were secured. We prepared an equal quantity of each paint according to the directions on the package, and then on unobstructed stretch of ceiling was selected. The samples were started at a given point and a strip four feet wide applied until sample was used up, and the results were as follows:

FIRST COAT - 1/2 GAL.				SECOND COAT - 1/4 GAL.			
SAMPLE NO.	SQUARE FEET.	HOW WORKED.	TIME (MIN.)	SAMPLE NO.	SQUARE FEET.	HOW WORKED.	TIME (MIN.)
1	180	Fairly good.	52	1	76	Fairly good.	23
2	152	Tough.	58	2	72	Tough.	30
3	176	Very good.	46	3	108	Very good.	20
4	168	Fairly tough.	53	4	84	Fairly good.	32
5	168	Fairly good.	52	5	60	Fairly tough.	26
6	168	Tough.	59	6	68	Fairly good.	31
7	168	Tough.	58	7	64	Tough.	33
8	168	Tough.	62	8	64	Tough.	31
9	168	Fairly good.	53	9	68	Fairly good.	28
10	165	Tough.	58	10	84	Tough.	30
11				11	70		

We figured that we could save about 30% in labor and about 30% of material by using Hockaday, and these outweighed any differences in cost, besides they were in a position to supply the necessary material. This paint gave the concrete (which had been cast in metal forms) the appearance of enamel on smooth plaster. It has been two years since it was applied. In that time all has been scrubbed at least once, and some parts a dozen times, and the paint is still there. - Anybody who wants to see for himself, is welcome to do so.

Yours very truly,
THE AMERICAN TOOL WORKS CO.
R. D. Taylor.

RMT/K



FLETCHER TRUST &
SAVINGS BANK
BUILDING

Indianapolis, Indiana

Vonnegut, Bohn & Mueller, Indianap-
olis, Architects. "In five years all of
the rooms have been washed at least
five times with excellent results."



THE CHICAGO TEMPLE BUILDING

Chicago

Holabird & Roche, Chicago, Architects. Owned by
The Methodist Episcopal Church. Willoughby & Co.,
Agents. Sized with Hockaday.



STIPPLING

The mixture should be a trifle heavier than material used for a brush coat finish. Let stand until tacky. This takes from 20 to 45 minutes depending on the temperature and ventilation of the room.

Stipple in a straight-across movement. A rag dampened with coal oil easily removes any stipple from woodwork.

FLATTENING HOCKADAY

The paste mixture given here applied over Hockaday gives a beautiful flat effect. When the walls are soiled a light washing removes the paste and reveals a surface with very little gloss—and as good as the day it was applied.

SOUR PASTE MIXTURE

3 lbs. of flour to 10 quarts of water.

Steam or boil to heavy paste consistency.

Let stand in warm place for 10 days or until thoroughly soured. Then add:

$\frac{1}{2}$ pint of acetic acid or white vinegar.

$\frac{1}{8}$ pint of cheap perfume.

$\frac{1}{8}$ bar of white soap, chipped.

Mix well and strain.

Apply with a kalsomine brush. Stipple lightly to remove brush marks.

CANVAS WALLS

Canvas walls are usually given a coat of some preparation to fill in the porous surface. Sometimes a mixture of glue, water and linseed oil is used. Paperhangers' paste is also used as a filler.

When Hockaday a prepared canvas wall, thin the first coat with one part Reducer to three parts Body. If you wish to even up the surface but still have a rough stipple finish, thin the last coat very little. The covering capacity ranges from 300 to 650 square feet a gallon, one coat, depending on the texture of the canvas.

HOCKADAY PAINT MILEAGE



WALSH BUILDING
Cincinnati, Ohio
Offices of the Globe Soap Company.



MEYER-KAISER BANK BUILDING
Indianapolis, Indiana
Vonnegut, Bohn & Mueller, Indianapolis, Architects.



ST. BERNARD EAGLE HOME COMPANY
St. Bernard, Ohio
Mr. Joseph Borntraeger, Secy. and Treas. Hockadayed throughout. "This work was done by our members, none who claimed to be painters."

HOCKADAY **PAINT** MILEAGE



JOHN HANCOCK LIFE INSURANCE CO.

Home Office

Boston, Massachusetts

Parker, Thomas & Rice, Architects, Boston. Engraving by S. W. Woodard. Published through the courtesy of the Christian Science Monitor.



CINCINNATI LODGE NO. 2

Loyal Order of Moose

Mr. Frank E. Young, Bldg. Supt. "We have used Hockaday for four years. For durability and appearance Hockaday can never be excelled."



THE EAGLES BUILDING

Norwood, Ohio

"The simple manner in which Hockaday is applied, leaving no brush marks, makes it very satisfactory."

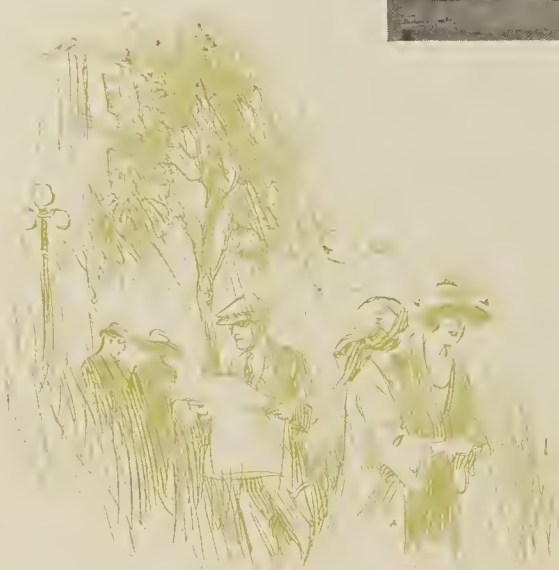
HOCKADAY PAINT MILEAGE



MAJESTIC BUILDING
Denver, Colorado



GAS AND ELECTRIC
BUILDING
Denver, Colorado
Mr. H. W. Bennett, Manager



TABOR BLOCK
Denver, Colorado

RAW BURLAP—Sized or Unsized

Tuck down all loose edges. Coat the entire surface with paperhangers' paste about the consistency of cream. All the paste will disappear in the fabric, giving a fine hard surface. It will also cause the burlap to adhere all over, firm and even.

The first coat of Hockaday should be thinned one part Reducer to two parts Body, the second coat one part Reducer to three parts Body. Two coats of Hockaday will give a high class finish.

HOLLOW TILE

Plastered walls over hollow tile usually baffle most paints. It is often difficult to get a good job. But not with Hockaday.

When the plaster is hot and full of suction, double the amount of Reducer on the first coat.

ANALINE STAINS

Do not Hockaday plaster stained from penetrating creosote and water without first bleeding out. Give the stains two coats of ready-mixed aluminum paint. This will prevent stains coming through. This treatment will also kill stains on woodwork.

METAL CEILINGS AND IRON WORK

All new metal ceilings should be given a coat of the following formula:

5 gallons acetic acid, 36%
3 pounds blue vitriol
3 pounds powdered alum
Dissolve in 25 gallons of water.

Be sure to use a wooden container. This solution will corrode the surface of iron, cut off all grease and make a good paint surface.

SALTPETRE TREATMENT

Nothing will permanently hold back saltpetre but the formula given above for metal ceilings is unusually effective.

Apply freely with a kalsomine brush, letting the wall soak up as much as it can. When dry, apply two coats of a ready-mixed aluminum paint.

HOCKADAY **PAINT** MILEAGE



GRAIN EXCHANGE BUILDING
Oklahoma City, Oklahoma



FRISCO RAILROAD
TICKET OFFICE
Grain Exchange
Building



A. T. & S. F. R. R. TICKET OFFICE
Grain Exchange Building



ROCK ISLAND TICKET OFFICE
Grain Exchange Building

HOCKADAY PAINT MILEAGE



INSURANCE BUILDING
Oklahoma City, Oklahoma
Mr. B. C. Housel, Manager.



PETROLEUM BUILDING
Tulsa, Oklahoma
Mr. C. A. Mayo, Manager.



MAYO BUILDING
Tulsa, Oklahoma
Mr. C. A. Mayo, Manager.



AMERICAN NATIONAL BANK
BUILDING
Oklahoma City, Oklahoma
Mr. R. N. Gardner, Manager.

HOCKADAY PAINT MILEAGE



KRESS BUILDING

Houston, Texas

Kress Company Construction
Dept., New York, Architects.
Buchanan & Gilder, General
Contractors. Mr. C. H. Stan-
cliff, Manager.



**THE TEXAS COMPANY
BUILDING**

Houston, Texas

Warren & Wetmore, New York, Ar-
chitects. George A. Fuller Construc-
tion Company, General Contractors.
Mr. C. W. Redman, Building Man-
ager.



**HIBERNIAN BANK
BUILDING**

New Orleans, La.

Favrot & Livaudais, Ltd., New
Orleans, Architects. Mr. W. G.
Murray, Manager.



MASONIC BUILDING

Ponca City, Oklahoma

Smith & Senter, Kansas City, Mo., and
Okmulgee, Okla., Architects.

HOCKADAY PAINT MILEAGE



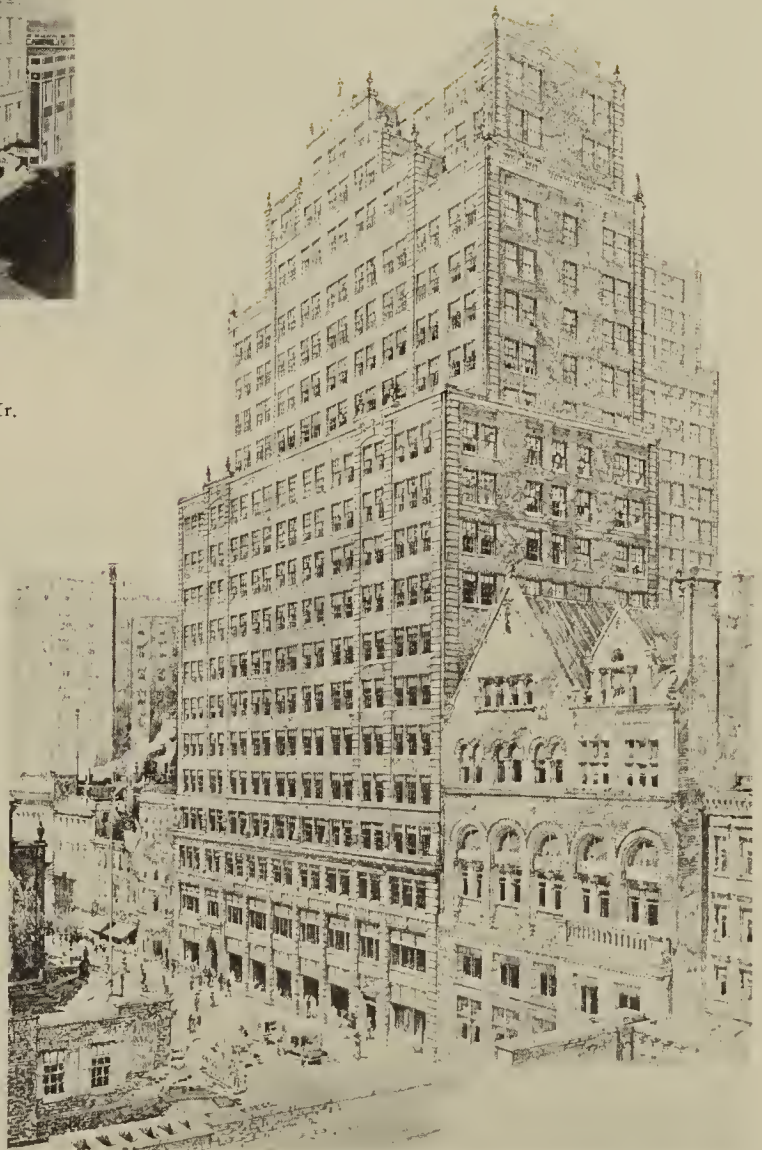
COMMERCE INVESTMENT COMPANY
BUILDING

Okmulgee, Oklahoma
Smith & Senter, Okmulgee, Oklahoma, Architects. Mr.
H. W. Metzger, Building Manager.



EIGHTY MAIDEN LANE
New York City

D. H. Burnham & Company, Chicago,
Architects. Mr. Louis M. Burt,
Manager.



SHELTON HOLDING CORPORATION BUILDING
Formerly the National Association Building Corporation
New York City

Starrett & Van Vleck, New York, Architects. Drawing by F. H.
Cruess.

HOCKADAY PAINT MILEAGE



ENTRANCE LOBBY
AND WAITING
ROOM

Hockaday's lasting beauty helps to give the room an atmosphere of quiet dignity and reassuring cheerfulness.



TESTING

No place for bacteria
contaminants

A Modern Hospital



FOUR BED WARD

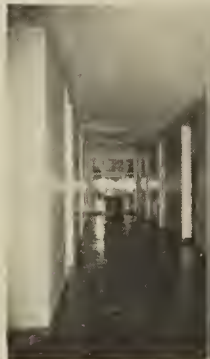
Hockaday saves lives. It is non-porous. Hockaday can be repeatedly washed—yes, scrubbed. A washed Hockadayed wall is really clean.



SUTTER

Sacramento

Meyer & Johnson, San Francisco
General Contractor
Hockadayed throughout



A CORRIDOR

Air checks and
deface



LABORATORY
via to lodge and
cultures.

NURSES' OFFICE

An inspection of this modern hospital convinces one that the predominating thought of its designers was—the patient.



Made Sanitary With Hockaday



HOSPITAL
Calif.
Architects. George Wag-
Mr. E. L. Slack, Supt.
two coats, stippled.



HALL
burns never will
walls.



PRIVATE ROOM WITH BATH

A delightful appearing room, isn't it? Looks like a room in a modern hotel. A nice place to get well.

HOCKADAY PAINT MILEAGE



MILWAUKEE
CHILDREN'S
FREE
HOSPITAL
Milwaukee,
Wis.

Scott & Mayer,
Milwaukee, Archi-
tects. Miss Bena
M. Henderson,
Superintendent.



Foyer
Hockaday protects the walls.



NORTH CAROLINA BAPTIST
HOSPITAL

Winston-Salem, North Carolina
Mr. Willard C. Northup, Winston-Salem, Archi-
tect. Rev. G. T. Lampkin, Supt.



CITY MEMORIAL HOSPITAL
Winston-Salem, North Carolina

Mr. Charles Barton Keen, Philadelphia and Winston-Salem, Architect. Dr. T. C. Redfern, Supt.

HOCKADAY PAINT MILEAGE



**CINCINNATI GENERAL
HOSPITAL**
Cincinnati, Ohio

Samuel Hannaford & Son Company, Cincinnati, Architects. Dr. A. C. Backmeyer, Superintendent



CHRIST HOSPITAL
Cincinnati, Ohio

Fietig & Lee, Cincinnati, Architects. Miss Alice Thatcher, Superintendent. "No paint we have ever used stands the test like Hockaday."



ST. JOSEPH HOSPITAL
Chicago

Victor Andree Matteson, Chicago, Architect. Sister Camilla, Superintendent. "We have been using Hockaday for the past seven years."

HOCKADAY PAINT MILEAGE



DETROIT MUNICIPAL TUBERCULOSIS SANATORIUM

Northville, Michigan

Stratton & Snyder, Detroit, Architects. Dr. Bruce Douglas, Superintendent. Large users of Hockaday.



DINING ROOM

The walls can be repeatedly washed. They are Hockadayed.



LOBBY

Hockaday brings-down up-keep here. It is wall insurance.



GREENPOINT HOSPITAL

Brooklyn, New York

Mr. Frank S. Helmle, Brooklyn, Architect. Dr. Raymond G. Laub, Superintendent.

HOCKADAY **PAINT** MILEAGE



NURSES' HOME
 Michael Reese Hospital
 Chicago
 Richard E. Schmidt, Garden
 & Martin, Chicago, Architects.
 Dr. Herman Smith, Supt.



LAKE VIEW HOSPITAL
 Danville, Illinois
 Mr. Clarence H. Baum,
 Superintendent.



**SISTERS OF
 MISERECORDIA
 OAK PARK HOSPITAL**
 Oak Park, Ill.
 Richard E. Schmidt, Garden
 & Martin, Chicago, Architects.



SILVER CROSS HOSPITAL
 Joliet, Ill.
 Zimmerman, Saze & Zimmerman, Chi-
 cago, Architects. Wm. Grohne Com-
 pany, Painting Contractor. Kaiser-
 Ducette, Gen'l Contractors.

HOCKADAY PAINT MILEAGE



GRANT HOSPITAL
Chicago, Ill.
Richard E. Schmidt, Garden & Martin, Chicago, Architects. Miss Mary Watson, Superintendent.



LOS ANGELES COUNTY HOSPITAL
Group of Buildings
Los Angeles, Calif.



STATE UNIVERSITY HOSPITAL
Oklahoma City, Okla.
Mr. Paul H. Fesler, Supt. There is no sanitary paint like Hockaday for modern hospitals.



FABIOLA HOSPITAL
Maternity Wing
Oakland, Calif.
Mr. George Kelham, San Francisco, Architect. P. J. Walker Company, General Contractors. J. H. Keele Company, Painting Contractors. Mrs. E. J. Dockery, Superintendent.



BERKELEY GENERAL HOSPITAL
Berkeley, Calif.
Dr. L. F. Herrick, Owner and Director. Mr. C. F. Drew, Superintendent.

HOCKADAY *P A I N T* MILEAGE



THE METHODIST EPISCOPAL HOSPITAL
Philadelphia, Pa.

Mr. Horace W. Castor, Philadelphia, Architect. Cramp & Company, Gen'l Contractors.
Miss May Middleton, Superintendent.



SOLARIUM

The Methodist Episcopal Hospital. Washing always restores Hockaday's original beauty.



VIRGINIA MASON
HOSPITAL

Seattle, Washington

Mr. C. H. Bebb, Seattle, Architect.
Miss Anna J. Fraser,
Superintendent.



A CORRIDOR

Hockaday is cutting
down maintenance
cost here.

HERMAN KIEFER
HOSPITAL

Detroit, Michigan

Albert Kahn, Louis Kamper and
George D. Mason, Detroit, Architects
of various buildings.



BROAD STREET HOSPITAL

New York City

Mr. William Neal Smith, New York, Architect. A picturesque setting with Brooklyn bridge in the background.

HOCKADAY PAINT MILEAGE



CLUB ROOM
Toyon Hall

LELAND STANFORD
UNIVERSITY
Palo Alto, California



Kitchen with Hockadayed
washable walls



Group picture of University
Buildings

Bakewell & Brown, San Francisco,
Architects. George Wagner, Inc.,
General Contractors.



Another view of
Toyon Hall



HEMSTEAD HIGH
SCHOOL

Palisade, N. J.
Mr. Ernest Sibley, Palisade,
Architect.



ST. JOHN'S RECTORY
AND PAROCHIAL
SCHOOL

Jersey City, New Jersey
Mr. John T. Rowland, Jr., Jersey
City, Architect.

HIGH SCHOOL
Middletown, New York



THE PARK SCHOOL
Nutley, New Jersey

Mr. Paul R. Radcliffe, Superintendent.

HOCKADAY PAINT MILEAGE



HIGH SCHOOL
 Croquet, Minn.
 Croft & Boerner, Minneapolis,
 Architects. Mr. E. B. Ander-
 son, Superintendent.



JOLIET TOWNSHIP HIGH SCHOOL
 Gymnasium Extension
 Joliet, Illinois
 D. H. Burnham & Company, Chica-
 go, Architects. William Grohne Com-
 pany, Painting Contractors.



F. E. MARSH SCHOOL
 Joliet, Illinois
 Mr. John D. Chubb, Chicago, Architect. William Grohne Com-
 pany, Painting Contractors. H. A. Perrin, Superintendent; Dr. J.
 P. Benson, Board of Inspectors. "We have used Hockaday in
 seven schools. It is the best we have ever had."



PIERREPONT SCHOOL
Rutherford, New Jersey
Mr. C. A. Fetterly, Superintendent.



HIGH SCHOOL
Bloomfield, New Jersey
Mr. George Morris, Superintendent.



HIGH SCHOOL
Rutherford, New Jersey
Rasmussen & Wayland, New
York, Architects. Mr. C. A.
Fetterly, Superintendent.

RICHARD J. REY-
NOLDS HIGH
SCHOOL

Winston-Salem, North
Carolina

Mr. Willard C. Northup,
Winston-Salem, Architect.
Mr. Charles N. Crawford,
Superintendent. Hockaday
is saving money here.



HOCKADAY PAINT MILEAGE



HEBREW ORPHAN
ASYLUM

New York City

Do own painting with
Hockaday. It's easy to
apply.



CENTRAL SCHOOL
AND ADMINISTRATION
BUILDING

Tacoma, Washington

Heath, Gove & Bell, Tacoma,
Architects. "A perfect job."

NEW YORK
INSTITUTE FOR
DEAF AND
DUMB

New York City

Do own painting.
Large users of Hock-
aday.



HOCKADAY PAINT MILEAGE



**PUTNAM
HEIGHTS
SCHOOL**
Oklahoma City,
Oklahoma
Layton, Smith &
Forsyth, Oklahoma
City, Architects.



**WILLIAM WINLOCK
MILLER HIGH
SCHOOL**
Olympia, Washington
Mr. Elmer L. Breckner, Superin-
tendent.



**CENTRAL HIGH
SCHOOL**
Memphis, Tenn.
Mr. B. C. Alsop,
Memphis, Architect.
Mr. J. W. Garner,
Business Manager.



ROSS AVENUE PUBLIC SCHOOL
St. Bernard, Ohio
Mr. F. M. Reynolds, Superintendent.



ELMWOOD PLACE PUBLIC SCHOOLS
Elmwood Place, Cincinnati, Ohio
Mr. W. S. Eversull, Superintendent.

HOCKADAY PAINT MILEAGE



ST. MARTIN'S
COLLEGE

Lacey, Washington

Mr. Bernard Neary, O. S. B.,
Superintendent. "You need
only see Hockaday on the wall
to be convinced of its superior
value."



UNIVERSITY OF WASHINGTON

Seattle, Washington

Foyer Educational Hall

Bebb & Gould, Seattle, Architects.



UNIVERSITY OF CALIFORNIA

Southern Branch

Los Angeles, California

Only part of the beautiful vine-covered building could be shown.

HOCKADAY PAINT MILEAGE



RIVERVIEW SCHOOL

Tulsa, Oklahoma

Mr. Leland I. Shumway, Tulsa, Architect. Mr. W. F. Graham, Superintendent Buildings and Grounds.



AUDITORIUM, RIVERVIEW SCHOOL

The Tulsa Board of Education use Hockaday and cut their maintenance cost.



LINCOLN SCHOOL

Tulsa, Oklahoma

Mr. Leland I. Shumway, Tulsa, Architect. Mr. W. F. Graham, Superintendent Buildings and Grounds.



EMERSON SCHOOL AUDITORIUM

Tulsa, Oklahoma

Mr. Leland I. Shumway, Tulsa, Architect. Tulsa Schools have used 6,000 gallons of Hockaday.



HIGH SCHOOL, MAIN LOBBY

Tulsa, Oklahoma

Mr. Leland I. Shumway, Tulsa, Architect. These walls can be easily and repeatedly washed.

HOCKADAY PAINT MILEAGE



OLIVER
WENDELL
HOLMES
SCHOOL

Oak Park, Illinois
Mr. E. E. Roberts,
Chicago, Architect.
Mr. Robert L. Holmes,
Superintendent of
Buildings. "We feel
very favorable towards
Hockaday."



EUGENE FIELD
SCHOOL

Forest Park,
Illinois

Mr. Rudolph C.
Mueller, Superin-
tendent. "We have
been entirely pleased
with the quality of
Hockaday."



GARFIELD SCHOOL

Forest Park, Illinois

Mr. Rudolph C. Mueller, Superin-
tendent. "The walls in these schools
are really washable."



GRANT SCHOOL

Forest Park, Illinois

Mr. Rudolph C. Mueller, Superin-
tendent. "Hockaday has both lasting
qualities and pleasing appearance."

HOCKADAY **PAINT** MILEAGE



LOBBY FENWAY HALL APARTMENT HOTEL
Cleveland, Ohio

George B. Post & Sons, Cleveland, Architects. John Gill & Sons, General Contractors. Decorated by W. P. Nelson & Co., Chicago. Hotel below.



WHITTIER APARTMENT HOTEL
Detroit, Michigan

Mr. Charles N. Agree, Detroit, Architect. Decorated by Mandel Brothers, Chicago. Undercoated throughout with Hockaday.



HOCKADAY PAINT MILEAGE



A charming living room with really washable walls.



Another view of the livable living room. Dining room on the right.



A De Luxe apartment, delightfully Hockadayed.



An inviting entrance to one of the Queensboro Apartment Buildings.



You'll never find air-checks or lime-burns on these walls. They are insured with Hockaday.



THE TOWERS APARTMENTS

Owned by Queensboro Corporation,
Jackson Heights, L. I., New York.
Mr. Andrew J. Thomas, New York,
Architect.

GRAEMERE HOTEL

Chicago, Illinois

Walter Ahlschlager, Inc.,
Chicago, Architects. A
\$2,500,000 structure.
Hockaday protects and
beautifies the walls.



GEORGE H. SHANK, PRES.
F. H. FOSTER, SECY. TREAS.

SHANK COMPANY
ROOMS 835-838
30 NORTH LA SALLE STREET

FACTORIES
WAREHOUSES AND OFFICE BUILDINGS
BUILT TO SUIT TENANTS

CHICAGO June 2, 1924.

The Hockaday Company,
1823 Carroll Avenue,
Chicago, Illinois.

Gentlemen:-

After using thirteen hundred gallons of Hockaday in the Graemere Hotel, I believe that I am well qualified to judge its merits. I think the best endorsement I can give it is to say that it lives up to your claims. And believe me, that's going some. Here at the Graemere Hotel we stippled Hockaday and obtained a very beautiful velvety finish. Stippling removes the gloss, but at the same time leaves a finish that diffuses light and is restful to the eyes.

I can heartily recommend Hockaday to any contractor who wants to get away from wall troubles. I will likewise endorse it to all men who must pay bills. I think I should say something about the excellent service rendered by your representative. He made it his business to work with me in every way.

Sincerely yours,

SHANK COMPANY

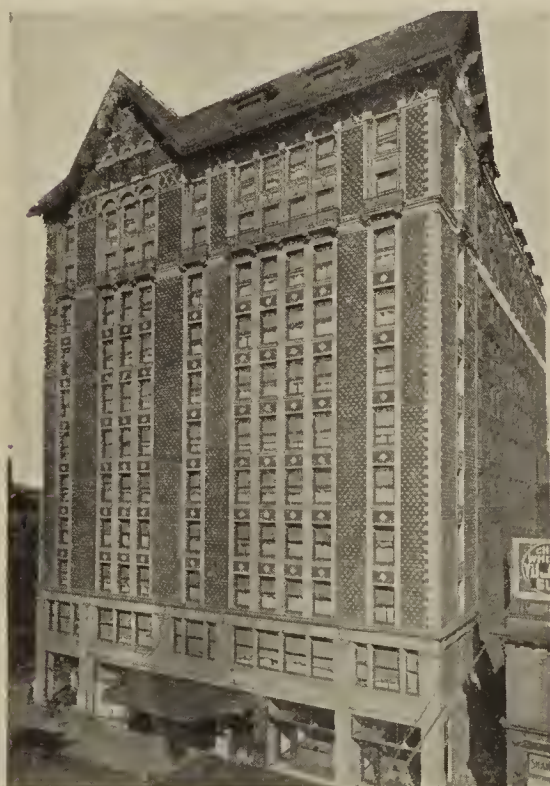
G. H. Shank
President

GHS/MEG

HOCKADAY *P A I N T* MILEAGE



Lobby and Dining Room
NEW HOTEL EMERSON
 Hoquiam, Washington
 A beautiful hotel Hockadayed throughout.



WISCONSIN HOTEL
 Milwaukee, Wisconsin
 Holabird & Roche, Chicago, Architects. Owned by
 Wisconsin Realty Company. Mr. Hiram Woods,
 Vice President and Hotel Manager.



HOTEL TULSA
 Tulsa, Oklahoma
 Mr. Leland I. Shumway, Tulsa, Architect.
 1,000 gallons of Hockaday were used here
 with pleasing results.

HOCKADAY PAINT MILEAGE

RADIATORS

Do not Hockaday radiators and steam pipes. Use either metallic paint or any of the especially prepared radiator paints.

ASPHALT COVERED PIPES

Many soil and water pipes are covered with a cheap asphaltum. They often cause trouble. Give all asphalt covered pipes two coats of good ready-mixed aluminum paint. As a rule this will prevent burn-outs and tar appearing through the paint. In very bad cases apply one coat of heavy orange shellac before putting on the aluminum paint. Then Hockaday as usual.

MIXING HOCKADAY

Thorough mixing is very important.

As Hockaday never hardens in the can, remove entirely the top of the can. Pour off the liquid. Then thoroughly beat and stir up the pigment; gradually add the liquid that was poured off. Pouring the material back and forth from one can to another will mix it much quicker. Best results are always obtained by straining paints. This is certain to break it up fine.

EDGEWATER BEACH HOTEL

Chicago, Illinois

Mr. William M. Dewey, Manager. Mr. G. A. Beesley, Assistant General Manager. "It is a pleasure to recommend Hockaday as it lives up to all your claims."



HOCKADAY PAINT MILEAGE

HOCKADAY SERVICE IS VALUABLE

When you buy or specify Hockaday you get more—much more—than so many cans of paint. You get the service that goes with Hockaday.

And it's real, sincere service, too. Conscientious service, earnestly and gladly rendered—that's the foundation on which we have built a constantly expanding business.

Architects: When you specify Hockaday you throw full responsibility for results on our shoulders. We alone are responsible. There is no chance for "buck-passing." Personal supervision makes excellent results certain.

Owners and Managers of Property: You can forget all about your painting when you order or specify Hockaday. If the painting is done by your own men we work with them closely; if it is let to contracting painters our supervision is just as attentive.

Contracting Painters: Our personal service means increased profits to you. On your own walls we will show you how to stop—with one coat of Hockaday—air checking, suction and lime burning. Through your foreman we friendly work for your interests.

THE HOCKADAY COMPANY

1823-31 Carroll Avenue

Chicago, U. S. A.

Representatives and Warehouses in the Following Cities:

SEATTLE, WASH.
SAN FRANCISCO, CALIF.
LOS ANGELES, CALIF.
DENVER, COLO.
OKLAHOMA CITY, OKLA.
NEW ORLEANS, LA.
ST. LOUIS, MO.
KANSAS CITY, KANSAS.

DES MOINES, IA.
MILWAUKEE, WISC.
MINNEAPOLIS, MINN.
DETROIT, MICH.
CLEVELAND, OHIO.
CINCINNATI, OHIO.
BUFFALO, N. Y.
ROCHESTER, N. Y.

BOSTON, MASS.
NEW YORK CITY, N. Y.
PHILADELPHIA, PA.
BALTIMORE, MD.
WASHINGTON, D. C.
NEWBERRY, SO. CAR.
NORFOLK, VA.
ATLANTA, GA.

ARCHITECTS' SPECIFICATION

It is recommended that this specification be incorporated by architects in their specification of Hockaday. Its use will do two things: Make certain that Hockaday is used; assure best results.

HOCKADAY

Wherever the word "Hockaday" is mentioned in this specification, it shall be the trademarked product manufactured only by The Hockaday Company of Chicago, and shall consist of a foundation and finish coat as recommended by the manufacturers. Hockaday is to be delivered in unbroken original containers.

APPLICATION

All plastered surfaces are to be given two coats (white and No. 111 takes three) of Hockaday.

Hockaday is to be applied under the supervision of a Hockaday representative in strict accordance with the manufacturer's printed specification (please refer to page 53). Said manufacturer's specification, attached, is made a part of this specification. The painter must follow it without any deviations.

Positively no thinner other than the Reducer supplied by The Hockaday Company is to be used.

The application of glue or any size, before or between coats, on new or old surfaces, is strictly prohibited.

STIPPLING: The mixture should be a trifle heavier than material used for brush coat finish. Let stand 20 to 30 minutes until tacky. Stipple in a straight-across movement.

The following paragraph is optional. If you consider it advisable, it should be included. It is taken in part from the Government specification of Hockaday:

"Two coats, without a size, must produce a surface of such a nature that air cracks, water stains, suction spots, and lime burns must be overcome and from which defacements, caused by grease, ink, match scratches, or pencil marks, may be easily removed by the use of soap and water or an abrasive washing compound, without injury to the paint surface."

Detailed Specifications for Architects and Contractors

All.....surfaces shall be painted with two coats of Hockaday, a non-porous, washable wall finish, as per specifications in column No..... This finish is of such a character that all surfaces will be covered and a finished job obtained with two coats without sizing.

All air-cracks, water spots and suction must be completely overcome by the first coat. The finished job must be of such a nature that any defacement of painted surface by indelible pencil marks, ink stains, match scratchings or grease spots can be removed with soap and water or powder, without destroying the semi-gloss finish of the painted surface.

1	2	3	4	5	6
<p>Smooth Putty Coat. Smooth Keene Cement.</p> <p>Preparation of Plaster: All cracks and damaged places must be repaired and put in first-class condition before Foundation Coat is applied.</p> <p>Preparation of Surface: The surface must be dry and a solid surface established before the Foundation Coat is applied.</p> <p>First Coat: One part Body, one part Reducer. Covering capacity: Approximately 500 feet per gallon mixed.</p> <p>Mix thoroughly.</p> <p>All pores must be filled and suction stopped with the Foundation Coat. If spots appear after it is applied, they must be retouched.</p> <p>Second Coat: Apply straight. If too heavy, reduce with $\frac{1}{2}$ Reducer. Covering capacity: Approximately 600 feet per gallon.</p> <p>Use $4\frac{1}{2}$-inch brush.</p> <p>To cover 100 square feet, 2 coats, requires approximately $\frac{1}{2}$ gallon Body, $\frac{1}{2}$ gallon Reducer.</p> <p>Caution 1: Do not size on new or old walls.</p> <p>When stipple or egg-shell finish is required, use Hockaday with $\frac{1}{2}$ Reducer on Finish Coat. Stipple this coat. Before stippling allow sufficient time to set medium.</p> <p>Don't Brush Out</p>	<p>Smooth putty coat, previously painted or sized.</p> <p>Where all wall paper has been removed or kalsomine has been washed off.</p> <p>Preparation of Plaster: All cracks and damaged places must be repaired and put in first-class condition before Foundation Coat is applied.</p> <p>Preparation of Surface: The surface must be dry and a solid surface established before the Foundation Coat is applied.</p> <p>First Coat: One part Body, one part Reducer. Covering capacity: Approx. 550 feet per gallon mixed.</p> <p>Mix thoroughly.</p> <p>All pores must be filled and suction stopped with the Foundation Coat. If spots appear after it is applied, they must be retouched.</p> <p>Second Coat: Apply straight. If too heavy, reduce with $\frac{1}{2}$ Reducer. Covering capacity: Approx. 650 feet per gallon.</p> <p>Use $4\frac{1}{2}$-inch brush.</p> <p>To cover 100 square feet, 2 coats, requires approximately $\frac{1}{2}$ gallon Body, $\frac{1}{2}$ gallon Reducer.</p> <p>Caution 1: Do not size on new or old walls.</p> <p>When stipple or egg-shell finish is required, use Hockaday with $\frac{1}{2}$ Reducer on Finish Coat; stipple this coat. Before stippling allow sufficient time to set medium.</p> <p>Flow On</p>	<p>Concrete, Smooth: Brick: Cement Walls: Sand Finished Plaster:</p> <p>Semi-rough Plaster: Finished Plaster:</p> <p>Preparation of Plaster: All cracks and damaged places must be repaired and put in first-class condition before Foundation Coat is applied.</p> <p>Preparation of Surface: The surface must be dry and a solid surface established before the Foundation Coat is applied.</p> <p>First Coat: Two parts Reducer, one part Body. Covering Capacity: Approx. 300 feet per gallon mixed. Medium colors. If light, equal parts Body and Reducer. Mix thoroughly.</p> <p>All pores must be filled and suction stopped with the Foundation Coat. If spots appear after it is applied, they must be retouched.</p> <p>Second Coat: Apply straight. If too heavy, may be reduced down to one-third. Covering capacity: Approx. 325 feet per gallon.</p> <p>Use $4\frac{1}{2}$-inch brush.</p> <p>To cover 100 sq. ft., 2 coats, requires approx. $\frac{1}{2}$ gallon Body, $\frac{1}{4}$ gallon Reducer.</p> <p>Caution 1: Do not size on new or old walls.</p> <p>If stipple finish is wanted, let last coat set medium.</p> <p>Don't Brush Out</p>	<p>Steel ceilings: Metal work, etc.: Interior iron work: Steel doors and windows:</p> <p>All abraded or rusted surfaces must be scraped and touched up as specified below:</p> <p>Preparation of Surface: The surface must be dry and a solid surface established before the Foundation Coat is applied.</p> <p>First Coat: Thin $\frac{1}{2}$ Reducer. Covering capacity: Approx. 600 feet per gallon mixed.</p> <p>Mix thoroughly.</p> <p>All pores must be filled and suction stopped with the Foundation Coat. If spots appear after it is applied, they must be retouched.</p> <p>Second Coat: Apply straight. If too heavy, reduce with $\frac{1}{2}$ Reducer. Covering capacity: Approx. 700 feet per gallon.</p> <p>Use 3-inch brush.</p> <p>To cover 100 square feet, 2 coats, requires approx. 3-10 gal. Body, $\frac{1}{2}$ gallon Reducer.</p> <p>Do not size. Touch up where rusted, if one-coat work is desired.</p> <p>Flow On</p>	<p>Georgia pine: Poplar: Cypress:</p> <p>Sand paper rough spots. Putty nail holes, matched to the color of the paint to be applied before first coat is applied.</p> <p>Surface must be dry before second coat is applied.</p> <p>First Coat: Three parts Body, one part Reducer. Covering capacity: Approx. 600 feet per gallon mixed.</p> <p>Mix thoroughly.</p> <p>If suction is not stopped with Foundation Coat, spots must be retouched.</p> <p>Second Coat: Thin $\frac{1}{2}$ unless for white, then use straight. Covering capacity: Approx. 700 feet per gallon.</p> <p>Use $3\frac{1}{2}$-inch heavy, long stock, flat brush.</p> <p>To cover 100 square feet, 2 coats, requires approx. $\frac{1}{2}$ gallon Body, $\frac{1}{2}$ gallon Reducer.</p> <p>Caution 1: Do not size on new or old walls.</p> <p>When stipple or egg-shell finish is required, use HOCKADAY with $\frac{1}{2}$ Reducer on Finish Coat, stipple this coat. Before stippling allow sufficient time to set medium.</p> <p>Don't Brush Out</p>	<p>Compo Board; sized or not:</p> <p>All nail holes should be puttied and an even surface established before Foundation Coat is applied.</p> <p>The surface must be dry before first coat is applied.</p> <p>First Coat: Equal parts of Body and Reducer. Covering capacity: Approx. 650 feet per gallon mixed.</p> <p>Mix thoroughly.</p> <p>If spots appear, they must be retouched before second coat is applied.</p> <p>Second Coat: Apply straight. If too heavy, reduce with $\frac{1}{2}$ Reducer. Covering capacity: Approx. 700 feet per gallon.</p> <p>Use $4\frac{1}{2}$-inch brush.</p> <p>To cover 100 feet, 2 coats, requires approx. 2-5 gallon Body, $\frac{1}{2}$ gallon Reducer.</p> <p>Caution 1: Do not size on new or old walls.</p> <p>When stipple or egg-shell finish is required, use HOCKADAY with $\frac{1}{2}$ Reducer on Finish Coat, stipple this coat. Before stippling allow sufficient time to set medium.</p> <p>Flow On</p>

INCLUDE THE FOLLOWING IN ALL SPECIFICATIONS:

1. Linseed oil, benzine, turpentine, gloss oil, coal oil, or any other liquid or pigment must NOT be used in connection with Hockaday. All opened packages must be kept covered when not in actual use.
2. Tint foundation coat 20% darker than finish coat.
3. In tinting use only colors ground in Linseed oil.
4. Do not apply Hockaday over wet surfaces.
5. To have a successful job it is absolutely necessary to flow Hockaday on without brushing out. All laps will disappear on the last coat. Thorough mixing is required before applying either foundation or finish coat.
6. Open a can of Hockaday and pour off all liquid contents. Mix body thoroughly, and slowly add liquid poured off. When it is thoroughly stirred, add Reducer in the proportions mentioned for the class of surface on which the material is to be applied.
7. A complete job will be obtained in two coats with any color on card. White and No. 111 require three coats.
8. Hockaday White is not blued and can therefore be tinted to any shade. If a white job is desired, the white should be blued with a small quantity of Prussian Blue in Oil.

HOCKADAY PAINT MILEAGE



**THE PARMLEY
APARTMENTS**
Summit, New Jersey
Haugaard & Burnham,
New York, Architects.

LOBBY, BRAZOS HOTEL

Mr. Howard D. Hudson
(in dark suit), Manager.



BRAZOS HOTEL

Houston, Texas

"Hockaday has turned out to be everything you claimed for it. We are perfectly satisfied."

WASHINGTON HOTEL

Washington, D. C.

Carrere & Hastings, New York, Architects. Mr. R. S. Downs, President; Mr. H. E. Bonneville, Manager; Mr. L. E. Smither, Chief Engineer. "It would be impossible to get a better job."



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